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Produced by the NASA Center for Aerospace Information (CASI)

The ~~Challenge~~ of the Future

Opportunity

In an industry where professional recognition is rare, we now have an **Opportunity** to **Redefine** and **Rebrand** the idea behind forms.

Justiss Boyer

eForms Developer, United Space Alliance

May 7th 2007

Welcome to the Interactive Workshop.

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Agenda

- Goals
- Meet your Facilitator
  - Who I work for and What I do
- Discuss the Future of Forms
- Taking on a Business Mindset
  - Creating a Brand Strategy
  - Creating a Marketing Strategy
  - Implementation
- Summary
- Questions and Discussion

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Goals

- Open the lines of communication
- Ask questions
- Change our Mindset
- Begin the Branding and Defining Process
- Create a buzz within our industry and then bring it out publicly
- Get excited and motivated
- "*Apply, Rinse, Repeat as needed*"

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United Space Alliance

- As the prime contractor for NASA's Space Shuttle Program, United Space Alliance is responsible for the day-to-day operation and management of the U.S. Space Shuttle fleet, including:
  - Mission Design and Planning
  - Flight Operations
  - Software Development and Integration
  - Payload Integration
  - Integrated Logistics
  - Astronaut and Flight Controller Training
  - Vehicle Processing, Launch and Recovery

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Space Shuttle Facts

- The Orbiter (Space Shuttle) Fleet is made up of:
  - Discovery
  - Atlantis
  - Endeavor

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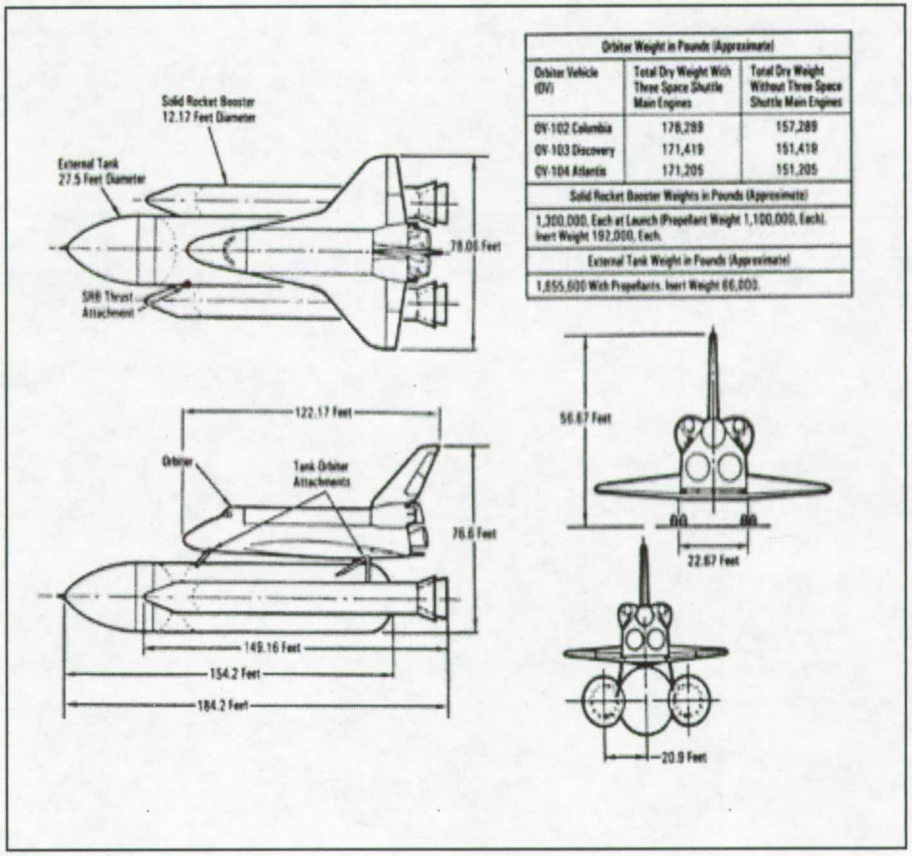
Space Shuttle Facts

- Each Shuttle is 122.2 ft. in length
- The wing span is 78 ft.
- The Space Shuttle weighs approximately 173,000 pounds
- It is approximately the size of a DC-9 Airliner



Orbiter Weight in Pounds (Approximate)		
Orbiter Vehicle (OV)	Total Dry Weight With Three Space Shuttle Main Engines	Total Dry Weight Without Three Space Shuttle Main Engines
OV-102 Columbia	178,289	157,289
OV-103 Discovery	171,419	151,419
OV-104 Atlantis	171,205	151,205
Solid Rocket Booster Weights in Pounds (Approximate)		
1,300,000, Each at Launch (Propellant Weight 1,100,000, Each). Inert Weight 192,000, Each.		
External Tank Weight in Pounds (Approximate)		
1,655,600 With Propellants. Inert Weight 66,000.		

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Space Shuttle Facts

- The three Space Shuttle main engines generate about 37 million horsepower and release energy equivalent to the output of 23 Hoover Dams.
- One Solid Rocket Booster produces the equivalent of more than 15.4 million horsepower, roughly as much as 64,000 Corvettes.

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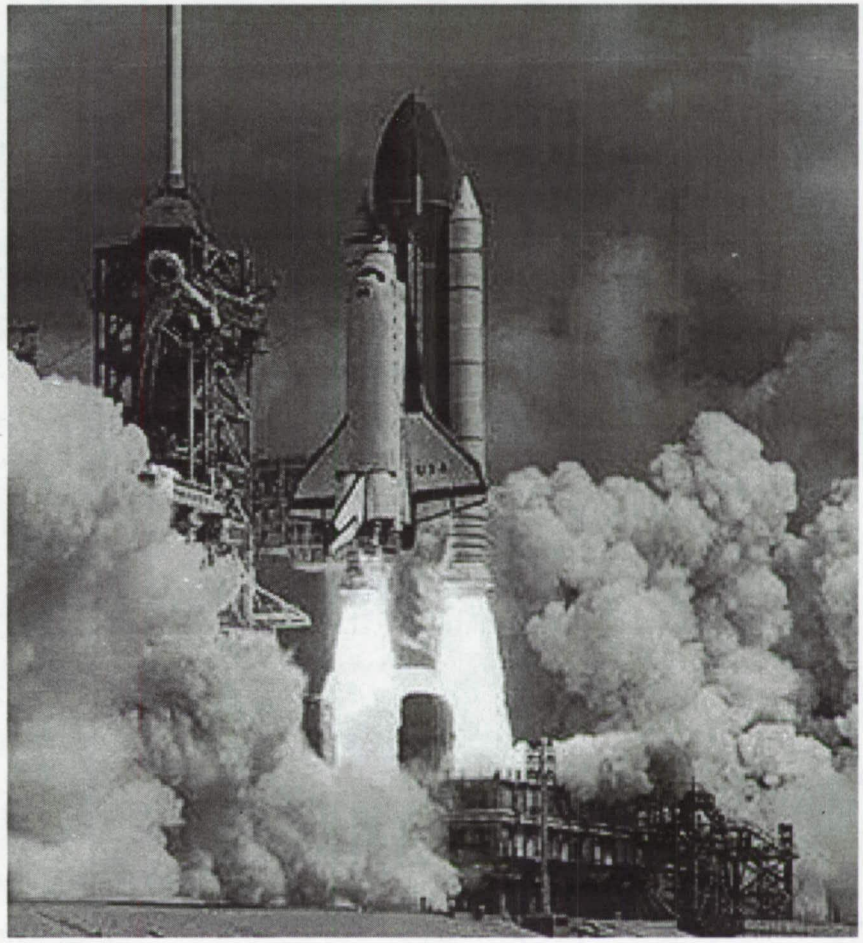
Space Shuttle Facts

- At T-plus seven seconds, the Shuttle clears the launch tower.
- In seven seconds, the four and one-half million pound Shuttle goes from a standing start to clearing the 347-foot tower.
- It is by now traveling at 100 miles per hour.



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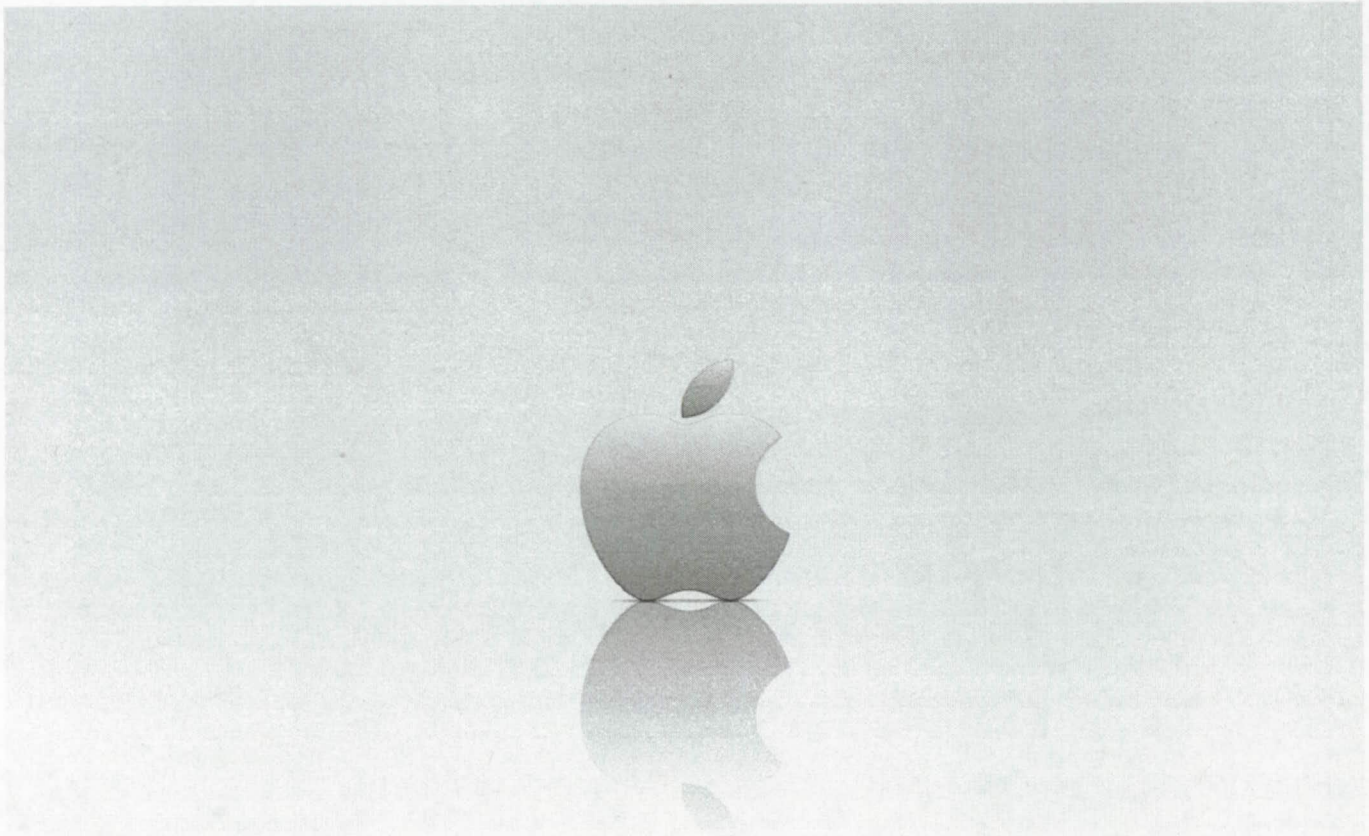

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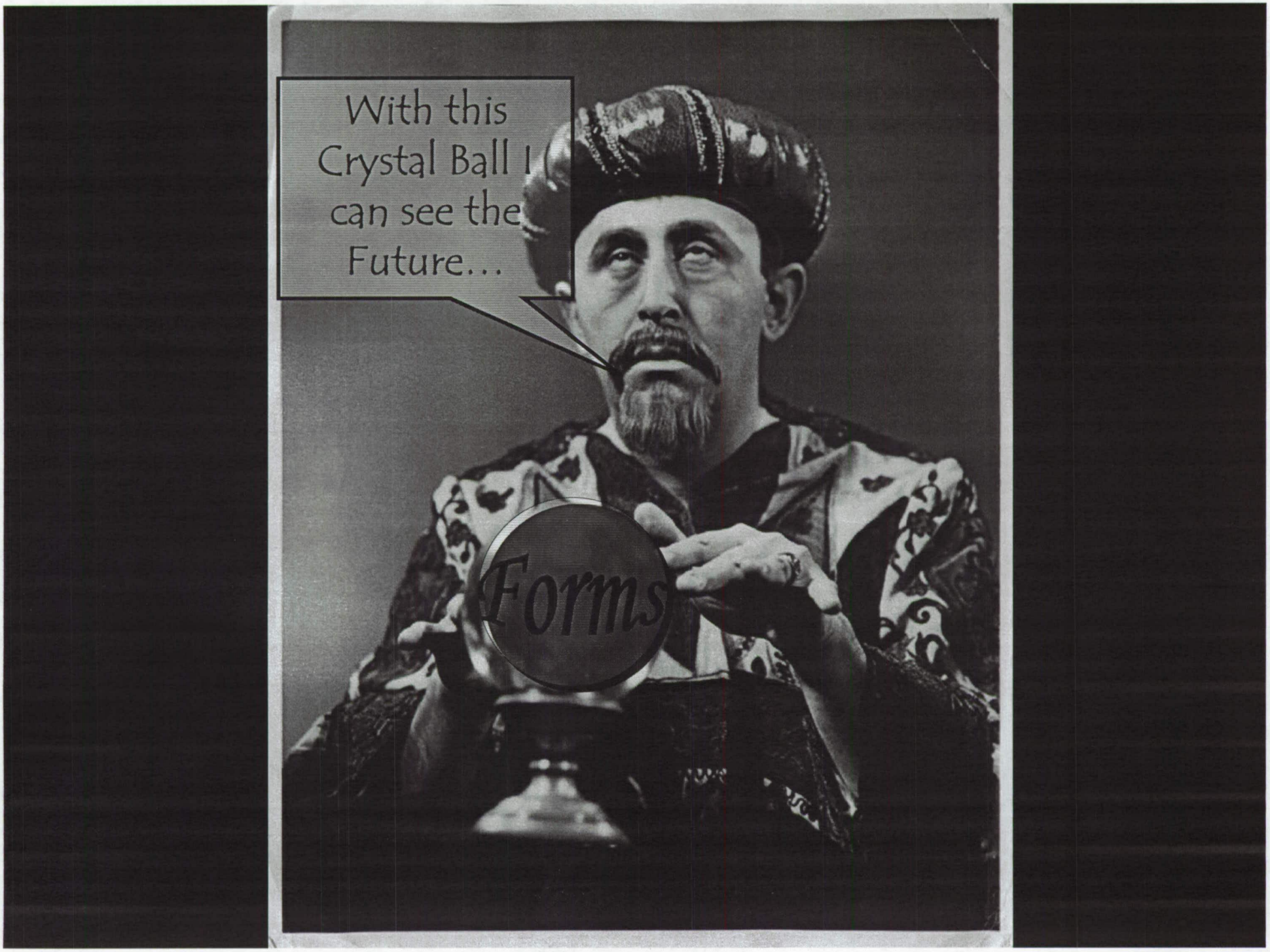
With this Crystal Ball I can see the Future...
Forms

The Future

- Let's talk about the Future
  - Where are our companies going?
  - What about our Forms Industry?
  - What about us? Are we competitive, marketable?
  - What do we have to offer?
  - Why worry about it at all?
  - How can we be recognized easily?

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Brand Strategy

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The Logo Game

- You have 60 Seconds to circle all the logos that you are familiar with.

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Are We Brand Worthy?

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Definitions and Objectives

- The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.
- The objectives that a good brand will achieve include:
  - Deliver the message clearly
  - Confirms your credibility
  - Connects your target prospects emotionally
  - Motivates the buyer
  - Concrete User Loyalty

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The Art of Branding by Guy Kawasaki

- Seize the high ground. Establish your brand on positive attributes like "making meaning," "doing good," "changing the world," and "making people happy"-- not doing in your competition.
- Create one message.
- Speak English.
- Apply the opposite test.
- Cascade the message.
- Focus on PR, not advertising.
- Strive for humanness.
- Flow with the go.

Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for *Entrepreneur Magazine.*

http://guykawasaki.com/

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The Bottom Line

- Why do we need to brand?
- What is the impact; to do or not to do?
- Should we brand ourselves first?
- How can we begin to brand ourselves?
- What is my competition doing?
- Do I even know who my competitors are?
- Am I ready?

The Bottom line is: ASK QUESTIONS

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Frequently Asked Questions

- **Isn't branding for businesses that make a lot of stuff?**

  Yes, branding is most often associated with businesses that make a lot of stuff.

- **Doesn't branding apply only if you want to sell a lot of stuff?**

  Yes, branding is advantageous if you want to sell a lot of stuff.

- **Isn't branding pointless for my kind of business?**

  No, branding is not pointless because every business makes something (or offers a service) and wants to sell it.

http://www.brandchannel.com/brand_speak.asp?bs_id=107

Kim A. Castle, co-founder BrandU, co-author of *Why BrandU: Big business success no matter your size*, and *BrandU Bible*, a step-by-step workbook for developing your business as a brand.

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Marketing Your Brand

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The Slogan Game

IDENTIFY AS MANY SLOGANS AS YOU CAN!

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Rent it Out

- If people have a clear, consistent idea about what you stand for, they let you rent a space in their heads…and will need to have an image in their mind of what you are, and what you can do for them, before this space can be let.

It all starts with a Marketing Strategy!

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Marketing Plan

- The essence of marketing is to understand your customers' needs and develop a plan that surrounds those needs.
- A marketing plan outlines your approach to attracting potential customers / clients to your product and convince them to buy.
- In the simplest term possible, a Marketing Plan is What You are going to do in order to:
  - Keep your current customers.
  - Make new customers.
  - Get support from your management and customers.
  - Establish yourself as <fill in the blank>.
  - Create a movement of "Evangelists" who will promote you for you!

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Put It Together

- Prepare a mission statement.
- List and describe target or niche markets.
- Describe your services.
- Spell out marketing and promotional strategies.
- Identify and understand the competition.
- Establish marketing goals that are quantifiable.
- Monitor your results carefully.

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Prepare a Mission Statement

- **Definition**
  - **The declaration of values, goals, and aspirations that authoritative groups agree upon as being the central account of the organization's unique sense of direction.**
- **Writing a Mission Statement is a complex activity involving every level of the organization. Here's how to get started:**
  1. List the organization's core competencies; its unique strengths and weaknesses.
  2. List the organization's primary customers, internal or external, by type, not by name.
  3. Review how each customer relates to each of the organization's strengths. Ask them if possible.
  4. Write a one-sentence description of each customer/strength pairing.
  5. Combine any that are essentially the same.
  6. List the sentences in order of importance to the organization's vision, if one exists.
  7. Combine the top three to five sentences into a paragraph.
  8. Ask your customers if they would like to do business with an organization with that mission.
  9. Ask your employees if they understand and support it and can act on it.
  10. Ask your suppliers if it makes sense to them.
  11. Incorporate the feedback from customers, employees and suppliers and repeat the process.
  12. When you have refined the paragraph into statements that clearly articulates the way the company wants to relate to those it affects, publish it to everyone. Post it on the wall, email it to everyone, etc.

- **Difficulty Level:** Hard **Time Required:** 90 minutes

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Mantras v. Missions

- Definition
  - Set of words with a religious significance and power.
- A mantra is three or four words long. Tops.
- Its purpose is to help employees truly understand why the organization exists.
- Big Business Mantra's
  - Federal Express: Peace of mind
  - Nike: Authentic athletic performance
  - Target: Democratize design
  - Mary Kay: Enriching women's lives
- Other Examples
  - State-of-the-art management
  - Results through better management
  - Focus + action = results
  - Business velocity
  - People at their best

Do your *Customers* know why you exist?

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Building a Mantra

- Tips:
  - Think like a free agent.
  - Discover what sets you apart and market it shamelessly.
  - Get visible.
  - Stop networking, and build a network.
  - Add value - and then some.
  - Accelerate your brand power by getting in sync with a major trend in your field and moving to the head of it.
  - Marry an important, ethical cause as a complement to what you like to do.
  - Share before looking for profit.
  - Help others become as successful as you.
  - Question yourself and your approach systematically - get forever curious.

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Build-a-Mantra Exercise

- Come up with a handful of mantras, either for your own business or an existing company that would adequately explain to all involved what that company does and how.
- 5 Words or Less and Powerful
  - Kmart
  - Macy's
  - Toys R Us
  - Gap
  - John Deere
  - National Bowling Association
  - Harley-Davidson
  - Time Warner Cable
  - Subway
  - American Cancer Society

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List and describe target or niche markets

- Who are your customers?
- What do they do?
- What are their roles?
- Why do they want to use your services?

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Describe your services

- What do you do?
- What is your background?
- Are you ready to meet the needs of your customers?

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Spell out marketing and promotional strategies

- This is a trial-and-error process that requires testing and interaction with clients or prospective clients.
- Some examples:
  - Network
  - Direct Marketing
  - Advertise
  - Train
  - Write Articles
  - Direct Selling
  - Distribute
  - Participate
- Start a file and divide it into two sections, working and not working.
- Create a calendar and plan for your marketing
- When a strategy works, repeat it. But if it fails, and you have done it right, drop it. The ability to develop and implement each of the strategies above requires learning and honing new skills.

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Identify and understand the competition

- Who is your competition?
- What are they providing that you aren't, and vice versa?
- Are your customers in better hands with your competitor?
- How well do you know your competition?

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Establish marketing goals that are quantifiable

- Be realistic and practical in establishing your goals.
- What are you trying to do?
- Are your goals attainable?
- Revisit your goals when:
  - They aren't working
  - You've surpassed them
  - Something has changed

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Monitor your results carefully

- By monitoring results, you determine which of your marketing strategies are working and which are not.
- Identify strategies that generate leads and sales. This involves tracking and evaluating customers' responses to each marketing strategy.
- Survey or interview regular users for comments about why they find a service important. As you get to know your repeat clients better, meet with them for detailed feedback and ask them for ideas and suggestions about how you can introduce your products and services to more prospects who are just like them.
- Client comments are invaluable for creating or enhancing your market literature, and you can also learn and incorporate terms or language common to a particular user group through this process.
- Just as valuable, these interviews lead to statements that can be used as testimonials (with permission of course) and in future brochures and promotional activities.

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Implementing your Marketing Plan Exercise

- List examples of how these can be accomplished:
  - Network
  - Direct Marketing
  - Advertise
  - Train
  - Write Articles
  - Direct Selling
  - Distribute
  - Participate

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Questions to Ask Yourself

- Am I really passionate about what I am doing?
- Do I understand the big vision? Is there a big vision?
- Do I feel that our product or service is a real benefit to our customers?
- Am I prepared to surround myself with a team or the knowledge to accomplish the business success that developing my business as a brand delivers?

http://www.brandchannel.com/brand_speak.asp?bs_id=107

Kim A. Castle, co-founder BrandU, co-author of *Why BrandU: Big business success no matter your size*, and *BrandU Bible*, a step-by-step workbook for developing your business as a brand.

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Marketing Plan Exercise

- A marketing plan is a document that is one part of the marketing planning process. A formal marketing planning process provides structure and rigor to decision-making. It culminates in a written plan that typically is prepared once a year or prior to a significant new marketing initiative that requires an investment of budget and/or internal resources.
- Who should be involved in putting together your plan?
- What are your objectives of the plan?

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Building Relationships

- Key Method
- Understand and Connect
- Coaching
- Evolving or Relationship Marketing
- Create a Network

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Summary

Brand
+ Marketing
+ Relationships
Long Term Success

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Questions and Discussion

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5 Ways to Rebrand and Redefine your Forms Program

The 21st century is new, fast, and exciting; iPods, iPhones, cars that can talk, virtual homes, thumbprint login, voice recognition, touch screen, the list goes on and on. It is hard to name one thing that hasn't gotten faster and more exhilarating. And in the last 20 years technology has taken everything by storm, but where do we fit in?

It is time to move up in the world. It is time to Rebrand and Redefine.

1. **Elevator Speech**

Establish a real worldview of what a Forms' professional does. Our industry needs a 30-second commercial. This is also called the elevator speech. We should be able tell them the short and sweet and memorable story about what you do and why it is important. "If people have a clear, consistent idea about what you stand for, they let you rent a space in their heads…and will need to have an image in their mind of what you are, and what you can do for them, before this space can be let. "[1]

2. **Adaptation**

We have to be willing to say yes to our customer's request for more. New Government requirements, company mergers, new contracts, and organizational or functional changes; all things that companies are going through everyday.

3. **Competition**

In order to stay competitive and offer a service that is attractive and still accommodate the needs of our customers, we need to move forward. Evolve even. We have to continue to modernize and develop our industry and ourselves.

4. **Become Part of the Solution**

In addition to selling there is developing customer relationships in this item. You want the customer to think of you when they have a business process to resolve. And sometimes the solution may not involve a form - like in *Miracle on 34th St.* when the Macy's Santa recommends buying something at Gimble's when the product isn't offered at Macy's.

5. **Spectacular Results**

When your customers think of you first, you have succeeded in Rebranding and Redefining. When you're phone won't stop ringing you will have succeeded. When you are called into conferences and meetings because you are the source of information needed, you have succeeded. When people know what you do as well as you know what you do, you have succeeded. And the results will continue to be Spectacular!

[1] Caroline Jackson – Komodo Design

Justiss Boyer, Forms Management United Space Alliance

Challenge for the Future, Monday May 7th, 2007 3:00pm – 5:30pm

REPORT DOCUMENTATION PAGE

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12. DISTRIBUTION/AVAILABILITY STATEMENT

13. SUPPLEMENTARY NOTES
This presentation contains about 5 slides of previously approved material that relates to the Shuttle Program, the remainder slides do not pertain to USA, NASA, or the Space Shuttle Program.

14. ABSTRACT
The presentation will focus primarily on Marketing and Branding Forms organizations and groups who are interested in competing in the future. The seven slides that pertain to the Shuttle program briefly describe the Oribital Processing Facilities and other important facilities, how big the Shuttle is in comparison to a D-9, and engine information. I talk about my role in the program through the Forms Management program and then move into the Marketing and Branding portion.

15. SUBJECT TERMS
Marketing, Branding

16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT	18. NUMBER OF PAGES	19a. NAME OF RESPONSIBLE PERSON
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